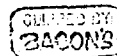


SEP 1968



Packaging Institute's Forum will stress "What's Really New"

Not one, but three sessions of "What's Really New" will bring you up to date on the materials, techniques, products, and machinery that will help you solve tomorrow's problems.

SPURRED by the acceptance of PACKAGE ENGINEERING editor Bruce Holmgren's seminar at the '67 Forum, P.I. will offer not one, but three *What's Really New in Packaging* sessions this October.

Each will be planned and chaired by a member of the packaging press known for his insight into the newest developments and trends: "What's really new in packaging—technical" will be led by Ed Curtis, Technical Editor, PACKAGE ENGINEERING; Burt Gussow of Food and Drug Packaging will conduct "What's really new in packaging—marketing"; and Bill Simms of Modern Packaging Encyclopedia will present "What's really new in packaging—the challenges."

To allow for newest, last-hour developments, no details of these "cliff-hanger" seminars will be revealed until the day of their presentation. The three sessions will be held concurrently on the afternoon of Monday, October 7th.

Monday, October 7

Program opener for the 1968 Forum will be the annual packaging comprehensive, presented this year by Monsanto Co., entitled *A Package . . . from Concept to Consumer*. The presentation will trace the highly interesting development of the see-through plastic meat tray and will forecast the future for transparent packaging of perishable food products. This one-hour comprehensive will be held Monday morning, October 7th, immediately following P.I.'s annual business meeting.

Tuesday, October 8

Tuesday morning will be given over to two seminars, a workshop,

and an open technical program meeting, all held concurrently.

The same program format—two seminars, a workshop, and an open technical committee meeting—will follow on Tuesday afternoon. Dr. Frank C. Campins, board chairman of Polymer Industries, Inc., will lead the seminar *Management Faces the Crises of Packaging*. Four speakers drawn from top management positions will discuss the impact of consumer demands on corporate package planning.

Converting from glass to rigid plastics, present and potential packaging uses for aluminum, composite containers, and the impact of tin-free steel in can manufacture and coating systems are the areas to be covered in *The Modern Look in Rigid Containers*. Chairman of this seminar will be Norman S. Hewitt, director, research & engineering planning, Continental Can Co.

A workshop, *Packaging and the Production Line*, will be moderated by Joseph P. Portsmouth, engineering consultant, General Foods Corp. Four panelists will discuss production line changeovers, machine pretesting, integrating a packaging line, and quality control.

The Impact of Quality Assurance on Today's Packaging Needs is the theme of the open technical meeting to be conducted by P.I.'s Paper Committee. A speaker program under the chairmanship of William B. Hall, customer acceptance manager, Carton & Container Div., General Foods Corp., will review latest techniques and equipment with special emphasis on paper packaging.

Wednesday, October 9

On Wednesday afternoon, three seminars and a fourth open technical committee meeting will complete the Forum program.

Dr. Aaron L. Brody of Arthur D. Little, Inc., will lead a seminar on *The Unfilled Needs of the Food Packager*. Here, representatives of manufacturers in four different food product areas will describe what their industries need that is not now available, and what packaging suppliers should be doing about it.

Decisions in Identifying Needs and Designing, Developing, and Purchasing of Consumer Packaging will be the title of a seminar chaired by Norman A. Vanasse, manager—packaging development services, General Foods Corp. Each of the four related areas specified in the seminar title will be discussed from the standpoints of who makes the decisions, and how.

The all-important subject of training for packaging will be covered in depth at the seminar *Packaging Education—from Mechanic to Manager* led by Dr. Seymour G. Gilbert, Professor, Dept. of Food Science, Rutgers, The State University. Included will be discussions of the approach to and objectives of formal packaging education at Michigan State University and University of California, training packaging line mechanics in vocational and senior high schools, educating a materials scientist for a role in packaging, and a look at what's ahead in P.I.'s own packaging education programs.

P.I.'s Cosmetics Packaging Committee will conduct an open technical meeting on the subject *Pack-*

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